

Grants Research: How to Find Funding



Presented By
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Your Presenter

Merlene Alicia Vassall, JD

- Established Technical Assistance & Support Consultants in 1991
- Has secured more than \$80 million in grants for nonprofit organizations and government agencies
- Has conducted grant development and writing workshops for hundreds of individuals
- Earned her Bachelor of Science in Human Development and Family Studies from Cornell University
- Earned her Juris Doctor from Georgetown University Law Center

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Learning Objectives

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What you'll learn this session:

1. How much foundation and corporate money is awarded annually
2. How much public money is awarded annually
3. How to find private grant opportunities
4. How to find public grant opportunities
5. How to screen prospects
6. How to create a proposal submission plan

What do you know about private grants?

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1. How much grant money did foundations award in 2019?

a. \$11 billion

b. \$26 billion

c. \$51 billion

d. \$76 billion

2. How much grant money did corporations award in 2019?

a. \$11 billion

b. \$21 billion

c. \$51 billion

d. \$81 billion

Private Grants

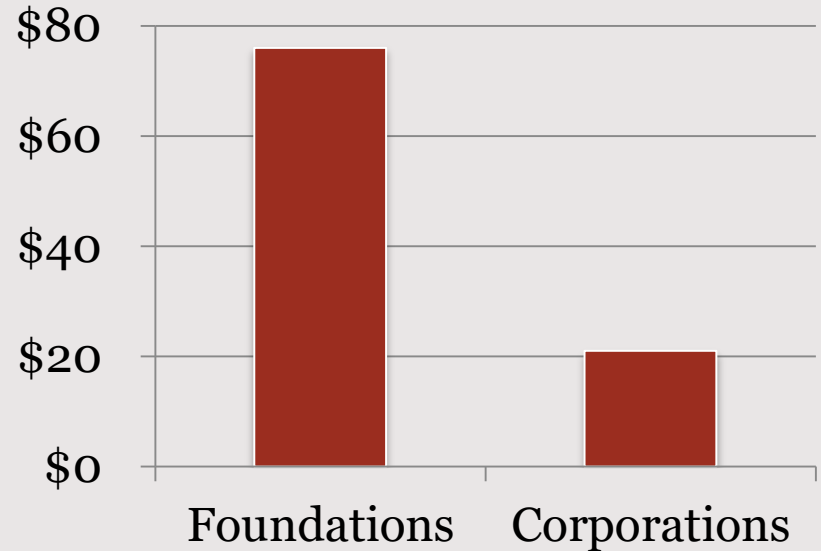
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In 2019:

- Foundations gave an estimated \$75.69 billion.
- Giving by corporations was about \$21.09 billion.

Source: Giving USA Foundation's *Giving USA 2020: The Annual Report on Philanthropy for the Year 2019* released in June 2020.

Grants in Billions of Dollars



Private Grants

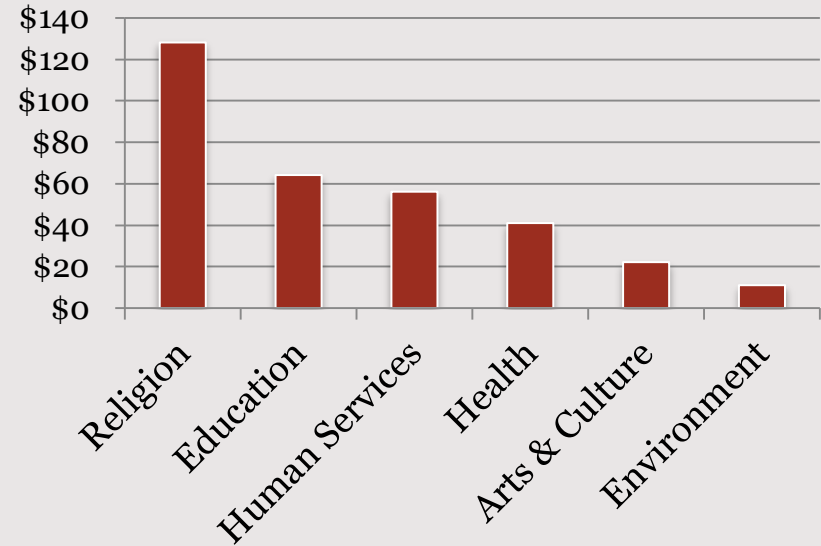
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Estimates for 2019:

- \$128.17 billion for religion
- \$64.11 billion for education
- \$55.99 billion for human services
- \$41.46 billion for health organizations
- \$21.64 billion for arts, culture, and humanities
- \$14.16 billion for environment and animal organizations

Source: Giving USA Foundation's *Giving USA 2020: The Annual Report on Philanthropy for the Year 2019* released in June 2020.

Contributions in Billions of Dollars



What do you know about public grants?

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1. How many federal agencies provide funding and assistance to state and local governments, public and private profit and nonprofit organizations, specialized groups, and individuals?

a. 26 agencies

b. 36 agencies

c. 46 agencies

d. 56 agencies

2. What was the total amount of federal expenditures for grants, benefits, and subsidies in fiscal year 2018?

a. \$297 billion

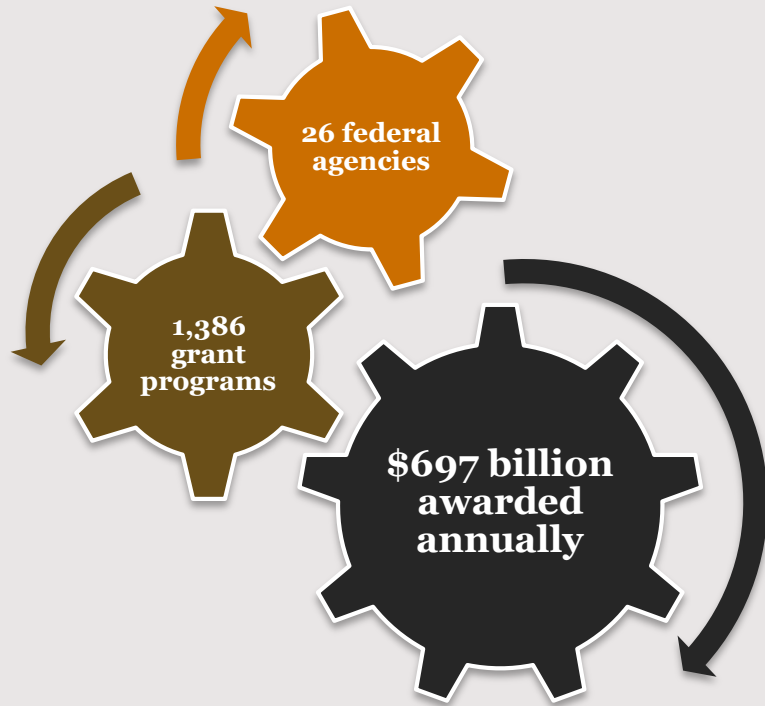
b. \$397 billion

c. \$497 billion

d. \$697 billion

Public Grants

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The Federal Government provided:

- \$697 billion in aid in 2018¹ through
- 1,386 grant programs¹ administered by
- 26 agencies.²

Sources: ¹Cato Institute, Policy Analysis No. 868, May 20, 2019, www.cato.org. ²www.grants.gov

Public Grants

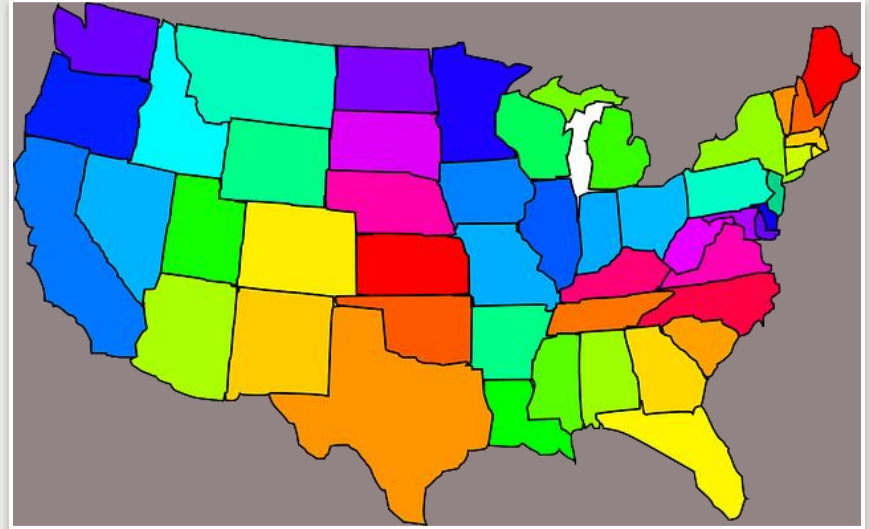
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In 2016,

- States spent \$1.4 trillion on direct general government spending
- Local governments spent \$1.6 trillion on direct general government spending

Portions of these expenditures were for grants programs.

Source: Urban Institute's *State and Local Expenditures*, www.urbaninstitute.org, November 2019.



Is there grant money available for you?

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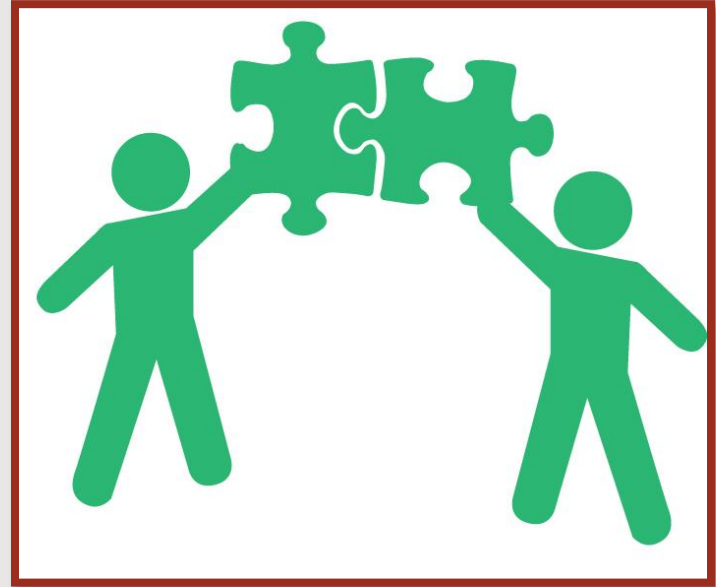
The answer depends on many factors. These include:

1. Whether you address an issue that is important to funders
2. Whether you are able to find the funders that support your type of program
3. Whether you present a stronger case for funding than your competition
4. Whether you submit compelling proposals that meet your prospective funders' guidelines

Research Similar Grantees and Programs

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1. Identify organizations that are similar to yours.
2. Find out who funds those organizations.
3. Join associations in your field.



Similar Grantees and Programs

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Document where organizations and programs similar to yours receive their funding, as in the example below:

Organization	Funder	Amount	Year	Purpose
People for Kids	City Community Foundation	\$25,000	2019	Tutoring
People for Kids	John Smith Foundation	\$10,000	2019	Tutoring
School Success Now	John Smith Foundation	\$15,000	2019	Tutoring and Mentoring
School Success Now	Doe Charitable Foundation	\$5,000	2018	Tutoring and Mentoring

Research Foundations and Corporations

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1. Visit the Washington Regional Association of Grantmakers' website to search for leads.
2. Use Candid's materials and services at a location near you ([Candid.org/find-us](https://www.candid.org/find-us)).
3. Subscribe to Candid's Foundation Directory Online.

Foundations and Corporations

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Document foundations and corporations that support programs and organizations similar to yours, as in the example below:

Funder	Average Grant	Funder's Purpose	Our Program
City Community Foundation	\$50,000	Education, Health, Community Development	Afterschool Enrichment
Mary Jane Foundation	\$5,000	Nutrition	Afterschool Enrichment (healthy snacks)
Local Education Foundation	\$75,000	Elementary Education	Afterschool Enrichment
Charitable Choices Foundation	\$15,000	Disadvantaged Populations	Afterschool Enrichment
Healthy Foods, Inc.	\$1,000	Product donation	Afterschool Enrichment (healthy snacks)

Research Federal Government Grants

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1. Search [Grants.gov](https://www.Grants.gov) by agency to find grants in your issue area.
2. Search [Grants.gov](https://www.Grants.gov) by keyword to find grants for your project.
3. Sign up for automatic email alerts of new funding opportunities at [Grants.gov](https://www.Grants.gov).
4. Foundation Directory Online also provides information about federal grants.

- | | |
|---|--|
| 1. Agency for International Development | 15. Dept. of Transportation |
| 2. Corporation for National and Community Service | 16. Dept. of Treasury |
| 3. Dept. of Agriculture | 17. Veterans Affairs |
| 4. Dept. of Commerce | 18. Environmental Protection Agency |
| 5. Dept. of Defense | 19. Institute of Museum and Library Services |
| 6. Dept. of Education | 20. National Aeronautics and Space Admin. |
| 7. Dept. of Energy | 21. National Archives and Records Administration |
| 8. Dept. of Health and Human Services | 22. National Endowment for the Arts |
| 9. Dept. of Homeland Security | 23. National Endowment for the Humanities |
| 10. Dept. of Housing and Urban Development | 24. National Science Found. |
| 11. Dept. of the Interior | 25. Small Business Admin. |
| 12. Dept. of Justice | 26. Social Security Admin. |
| 13. Dept. of Labor | |
| 14. Dept. of State | |

Research DC Government Grants

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- Visit DC's Community Grant Program webpage for available funding.
- Subscribe to Serve DC's funding alerts at the Community Grant Program webpage.

Government Grants

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Document government grant programs that support programs and organizations similar to yours, as in the example below:

Agency	Grant Program	Maximum Grant	Our Program
State Dept. of Education	21 st Century Community Learning Centers	\$150,000 per year for 5 years	Afterschool and Summer Enrichment
Office of the Mayor	Summer Strong	\$100,000	Summer Enrichment

Other Research Strategies

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1. Ask your current funders for suggestions.
2. Network by joining such organizations as:
 - American Grant Writers Association
 - Grant Professionals Association
 - Association of Fundraising Professionals
3. Don't forget to use Google.



Screen for Good Prospects

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1. Is your organization eligible?
2. Is your organization within the funder's target locale?
3. Do you need a type of support that the funder provides?
4. Would your request for funds be within the funder's range?
5. If matching funds are required, does your organization have them?
6. Does your organization have the human resources necessary to carry out the proposed activities?

Screen for Good Prospects

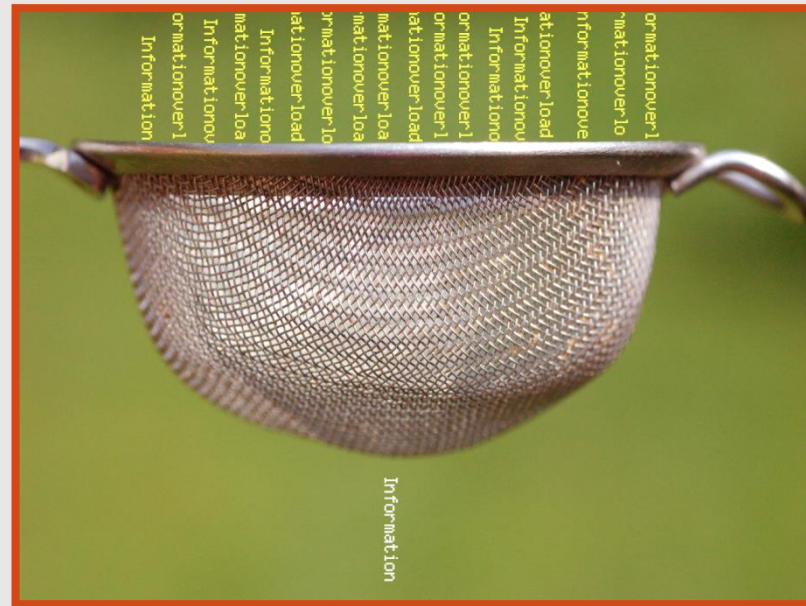
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7. Does your organization have access to needed material resources?
8. Does your organization have a viable plan to sustain the project over the long term?
9. Does your organization collaborate with other groups doing related work?
10. Has your organization diligently fulfilled its prior commitments to the prospective funders?

Proposal Submission Plan

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1. Pull together your notes in a proposal submission spreadsheet.
2. Read each grantmaker's proposal guidelines carefully, noting essential information in your spreadsheet.
3. Sort prospects according to due dates, and add due dates to your calendar.



Proposal Submission Plan

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- Below is a basic proposal submission plan. Add columns for person responsible, likelihood of funding, status, amount granted, etc.
- Use a contact management software program instead of a spreadsheet if available.

Grantmaker	Our Project and Notes	Average Grant Size	Method of Approach	Request Amount	Funder Deadline	Internal Deadline
Community Foundation	Strategic Planning – new tutoring program	\$50,000	Online inquiry letter	\$35,000	11/1	10/15
State Dept. of Education 21 st CCLC	Afterschool and Summer Enrichment	\$150,000 per year, 5 years	Proposal	\$500,000	2/19	2/12



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Your Presenter

Questions?

Thank you for your participation.

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